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Excite@Home Goes Direct to Consumers With Online Sign-Up for High-Speed Broadband Internet Service.

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Filling Demand for Broadband - Cable Partners Have New Vehicle for Increasing

Subscriptions and Decreasing Demands on Their Call Centers
REDWOOD CITY, Calif., Sept. 22 /PRNewswire/ -- Excite@Home (Nasdaq:ATHM) today announced the launch of its first online solution for consumers interested in @Home(R) broadband cable Internet services. For the first time ever, consumers can now interact with an easy-to-use, Web-based system to determine if their home is ready for @Home cable Internet service, check out marketing offers, and, if the service is available to their home, register for the service. This launch is an important extension of Excite@Home's strategy to increase subscriptions for the @Home service by reaching millions more potential customers with information about broadband Internet services and a fast and easy way to sign up. To view the new online ordering system, visit www.home.com/signup and click sign-up.

(Photo: <http://www.newscom.com/cgi-bin/prnh/19990528/SFF034>)

For consumers, this online program offers a simple solution for learning more about the @Home service, checking serviceability, reviewing market-specific subscription offers, and then placing an order for the service with a request for a convenient installation time. Once a user signs up online, their order is delivered by Excite@Home immediately to the local cable provider who then contacts the consumer to confirm the order and installation time.

"By creating an online site for consumer to sign-up for our service, we are reaching out to a targeted market of online users ripe for high-speed Internet services," said George Bell, president of Excite@Home. "This solution is the cornerstone of our online subscription acquisition program targeted to both consumers and PC manufacturers"

For cable providers, this online sign-up capability now provides an additional channel for subscriber acquisition while reducing demands on their call centers. The sophisticated system provides a method of targeting users by channel or geography with current and special marketing offers.

About Excite@Home

Excite@Home is a global media company based in Redwood City, Calif. Through the company's narrowband portal, Excite (www.excite.com), and broadband services, @Home and @Work, the company uniquely offers consumers content and interactive services across both narrowband and broadband. The rich media advertising and database marketing solutions of Enliven (www.enliven.com) and MatchLogic (www.matchlogic.com) offer advertisers highly targeted interactive marketing and reporting services across all platforms of delivery. Leveraging the high-speed, always-on attributes of cable, Excite@Home empowers unique multimedia applications that go beyond current Web experiences. The company will combine the Excite brand-one of the best known names on the Internet with 70 percent recognition among Web users-with the @Home broadband service's broad distribution, a worldwide footprint of 67 million cable homes, to deliver on its vision of "All Band,

All Device, All the Time."

For more investor information about Excite@Home, please call its stockholder services hotline at 888-924-9248.

Brand recognition statistics quoted are from Frank N. Magid and Associates, Inc. (1/99).

NOTE: @Home, Excite@Home, and @Work are trademarks of At Home Corporation and may be registered in certain jurisdictions. All other brands and product names are trademarks of their respective owners.

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